

Reg. No.:



Name:

University of Kerala

Y7518

Fourth Semester FYUGP Degree Examination, May 2026

Skill Enhancement Courses

COMMERCE

UK4SECCOM201 - Digital Media Marketing

Academic Level: 200-299

2024 Admission

Time: 1 Hour

Max. Marks: 28

Part A. 4 Marks ,Time 5 Minutes (Cognitive Level :Remember(RE)/Understand(UN))Objective Type 1 mark each, Answer all questions

Qn No.	Question	CL	CO
1	Recognize the Platform where Visual Storytelling in India is best executed : Options : A)LinkedIn and Email B)Instagram and Youtube C)Twitter D)TikTok	RE	2
2	A positive UX is characterised by: Options : A)Usability B)Accessibility C)Satisfaction D)All the above	RE	1
3	Select the main function of google analytics: Options : A)Database management B)Graphic design C)Traffic analysis D)Website hosting	UN	3
4	Which social media platform is considered the best in B2B marketing? Options : A)instagram B)linked In C)tiktok D)pinterest	UN	4

Part B. 8 Marks ,Time 15 Minutes (Cognitive Level :Understand(UN)/Apply(AP))Short Answer 2 marks each, Answer all questions

Qn No.	Question	CL	CO
5	Distinguish between promotional emails and transactional emails	UN	4
6	Describe how SEO helps in improving website visibility	UN	2

Qn No.	Question	CL	CO
7	Illustrate the application of PPC advertising in increasing online sales.	AP	3
8	An e-commerce platform is facing delayed deliveries. Use Instant Gratification principle to suggest improvement.	AP	1

Part C. 16 Marks ,Time 40 Minutes (Cognitive Level :Apply(AP)/Analyse(AN)/Evaluate(EV))/Long Answer 4 marks each, Answer all questions choosing among options* within each question

Qn No.	Question	CL	CO
9	A) Demonstrate the use of search engine advertising and display advertising channels for increasing website traffic of a business. OR B) Show through an example how retargeting aims to reach users who previously visited a website.	AP	3, 3
10	A) Examine different social media strategies and analyse their effectiveness for Indian audiences. OR B) Examine how different methodologies like market research, CRM, and competitor analysis complement each other in identifying target audiences.	AN	2, 2
11	A) Critically assess how digital media has transformed consumer behavior in modern commerce. OR B) Evaluate how digital platforms influence consumer buying behaviour	EV	1, 1
12	A) Formulate an influencer marketing strategy to promote a product, including selection criteria and engagement methods. OR B) Create a content marketing strategy for a brand, including content types, platforms, and scheduling.	CR	4, 4